



I care
I give
It matters

J'y crois
Je donne
C'est important



Government of Canada Workplace Charitable Campaign (GCWCC)

FYN- Virtual Series 2020



iii HealthPartners
PartenaireSanté

What is the GCWCC?

The GCWCC is an extension of what we do as Public Servants:
Improve the lives of Canadians

- Through the GCWCC, donors can choose to support **United Way Centraide, HealthPartners** and/or any other Canadian registered charity.
- Since its inception in 1997, the GCWCC has become the largest workplace charitable campaigns in Canada.
- The GCWCC is managed by United Way Centraides Canada.



HealthPartners is a Collaboration of 16 of Canada's Most Trusted Health Charities

- HealthPartners is your connection to Canada's most respected and well-known health charities which represent some of the most devastating chronic diseases and serious illnesses faced by Canadians.
- Donations to Health Partners enables their 16 charities to:
 - support medical research advances that save lives
 - understand the link between physical and psychological wellbeing in the face of illness
 - provide programs and services that enhance the quality of life of people living with a chronic disease



Canadian Cancer Society
Société canadienne du cancer



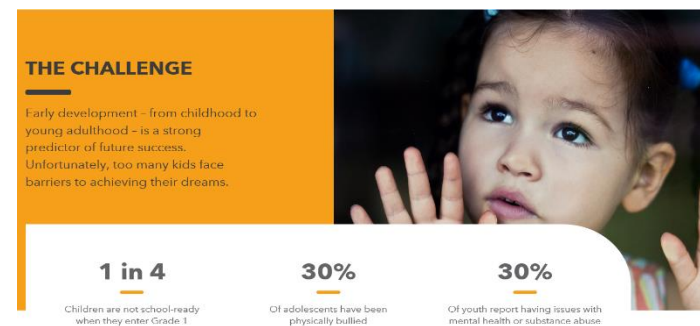
Cystic Fibrosis
Fibrose kystique
Canada

DIABETES
CANADA

DIABÈTE
CANADA

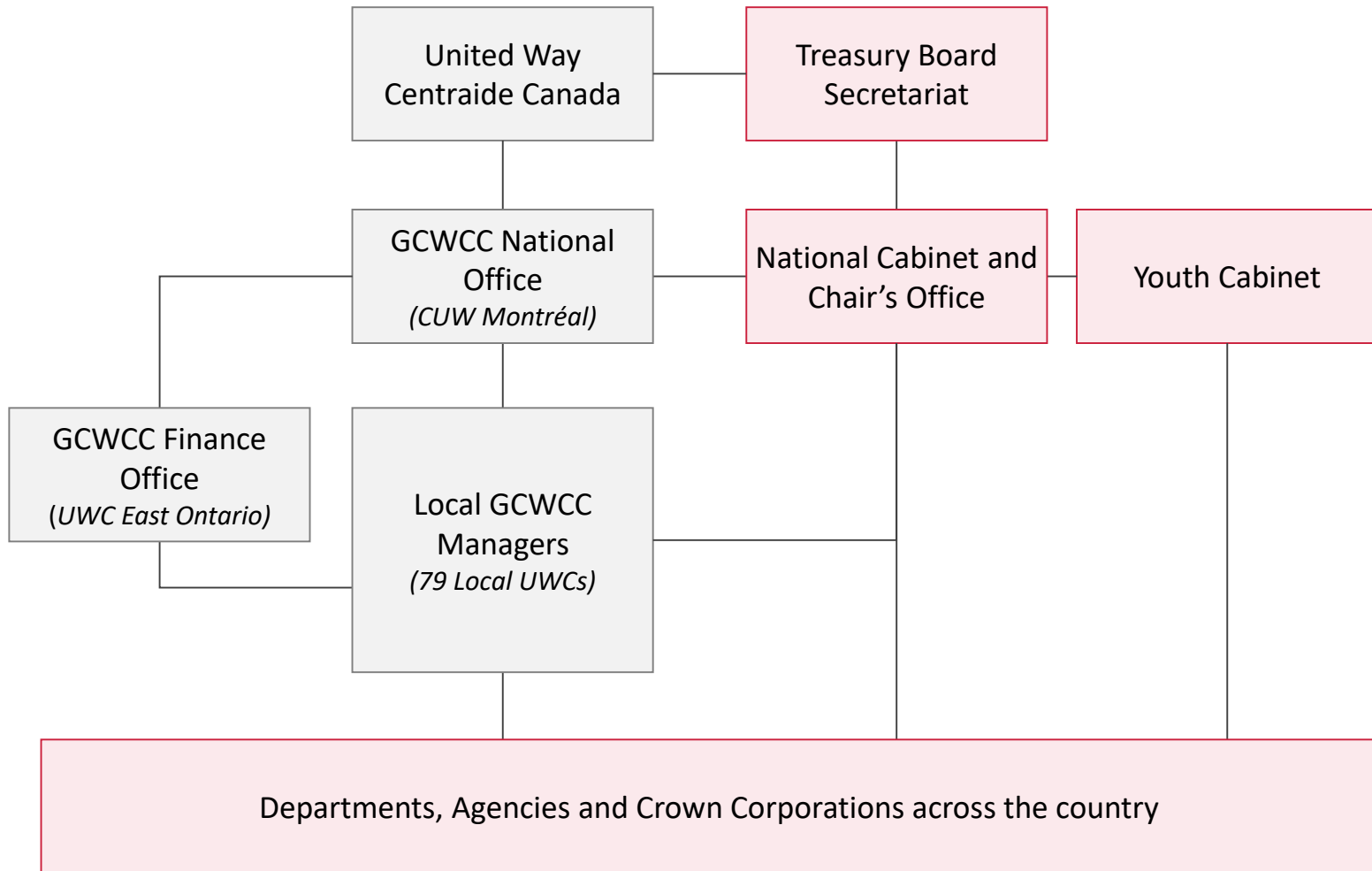
Across Canada, United Way is working locally to build great communities for everyone

- **United Way's** work focuses on three key strategies that create opportunities for everyone in our communities to live a better life.
- Moving people from poverty to possibility
 - United Way is helping to meet the basic needs of our community's most vulnerable people, giving every Canadian the opportunity to realize a better future.
- Helping Kids be all they can be
 - United Way is giving children and youth the support they need to get a great start in life, do well in school, and reach their full potential.
- Building strong and healthy communities
 - United Way is creating vibrant neighborhoods, where everyone experiences a sense of belonging and connection to one another.



2020 GCWCC

Governance and Management Structure



National GCWCC 2020

Who we are?

National Chair – Sony Perron

Associate Deputy Minister, Indigenous Services Canada



National Co-Chair- Erin O’Gorman

Associate Secretary, Treasury Board of Canada Secretariat



National GCWCC 2020

Who we are?

Youth Council Co-Chair- Kristen Landry

Veterans Affairs Canada



Youth Council Co-Chair- Melissa Masse

*Public Works and Government Services
Canada*



National GCWCC 2020 - Cabinet

What do we do?

- NCR reps, Regional reps, YC chairs, Partners (UW, HP), Retirees
- Give direction, vision and objectives for the campaign
- Provide visible and proactive leadership
- Engage with senior leaders to deploy the campaign in every GoC workplace across the country



National GCWCC 2020 – Youth Council

What do we do?

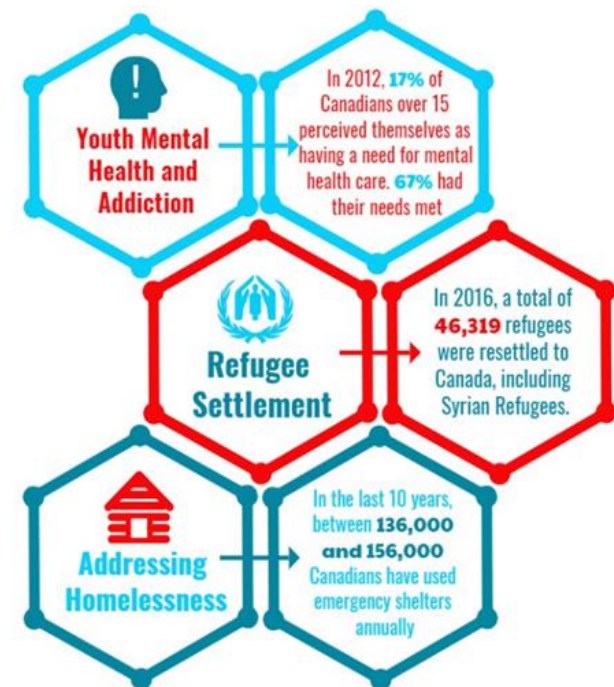
- Youth Council- Conveys the interest and priorities of young public servants, actively raise awareness and promotes the campaign, supports social media strategy, revitalize the GCWCC from a “youthful” perspective
 - Be the voice of the new and young public servants
 - Representative from across the country (15 members)
 - Support the modernization and renewal of the GCWCC
 - Be a GCWCC ambassador and raise awareness
 - Generate ideas
 - ProjectBE



ProjectBE

What do we do?

- ProjectBe is an initiative of the GCWCC Youth Council that aims to connect public servants to a cause in their local community – by raising awareness, encouraging volunteerism, and fundraising
- Focus support towards three main pillars
 1. Youth Mental Health
 2. Refugee Settlement
 3. Homelessness



COVID-19 Emergency Campaign

What is it?

- On March 11, the World Health Organization declared COVID-19 a pandemic
- Joined with our partners, United Way Canada and HealthPartners and created the GCWCC: COVID-19 Emergency Campaign
- Through the GCWCC we can come together and help support local communities through one-time donations to either (or both) Local Love in a Global Crisis or Help our Helper's Emergency Campaign





United Way Centraide Canada is a key player in the emergency response through their campaign [Local Love in a Global Crisis – Emergency Fund](#). Funds raised will be directed towards your community, based on your postal code. Your donation will:

- distribute food from food banks to agencies, which are making food baskets and individual meals for people in need
- reinforce the capacity of listening, support and referral services, which are receiving an increase in calls
- add human resources to meet the needs of vulnerable and isolated people, such as seniors, newcomers, individuals with mental health problems, people struck by the virus, and anyone facing income loss, food insecurity, or violence



Canadians with cancer, diabetes and other chronic disease, and their caregivers, are at higher risk during this pandemic.

HealthPartners' 16 national health charities are on the front lines to care for and support our most vulnerable, and your donation to [HealthPartners' "Help our Helpers"](#) fund will directly support their urgent work to:

- provide information and advice, including on coping during this crisis, both physically and in terms of reducing social isolation, depression and stress
- find new ways to deliver programs virtually because the usual in-person and in-home supports are suspended due to social distancing
- give vital support to caregivers

Donating

What do we do?

- Visit the GCWCC site at Canada.ca/charitable-campaign (Canada.ca/campagne-charite)
- If donating to United Way Canada, ensure the box “My donation is part of a workplace campaign” is checked and indicate department/agency

United Way Centraide

Local Love in a Global Crisis

Help the most vulnerable as our communities respond to COVID-19. Your donation will be distributed to your local United Way Centraide based on your postal code.

I would like to make a one-time donation in the amount of

\$25 \$100 \$250 \$500 \$1200 other

My donation is part of a workplace campaign

Workplace name

Workplace address

I consent to be recognized for my donation

I consent to receive email communication from my United Way Centraide about my gift and their work in the community

Government of Canada Workplace Charitable Campaign

Campagne de charité en milieu de travail du gouvernement du Canada

HealthPartners Charities At Work
PartenaireSanté La philanthropie au travail

Français

Please donate

Thank you for your generous support

Please provide your contact and payment information. The contact information is required to generate a tax receipt. The electronic tax receipt will be sent to the email address that you provide.

* Donor's required information.

* First Name:

* Last Name:

Contact Information

Home Work

* Address:

* City/Town:

* Country: CANADA

* Province/State: Please select one

* Postal/Zip Code:

Phone Number: () Ext.

- If donating to HealthPartners, be sure to identify the name of your department/agency
- Complete donation forms.

COVID-19 Campaign & the Youth Council

How can YOU help?

- Donate to the emergency fund through the GCWCC
- Share and promote the GCWCC COVID-19 Emergency Campaign on social media (Facebook, Twitter and Instagram)
- Participate in the “I give because...” social media storytelling initiative to help humanize the campaign and give it a youthful perspective.
 - If you are interested in sharing your story, send it to GCWCC Youth Chairs
 - Send a photo of yourself with a small story on why you participate in the GCWCC campaign as well as your department name. Stories should be 100-300 words maximum.
 - These stories may be used for the COVID or general campaign.



COVID-19

Support your communities.
Donate to the emergency funds
through the GCWCC.

Questions?